Having quickly established a unique identity with the release of its first collection last season, ro’s collection 002 and collection 003 seeks to build upon that base to develop its narrative-based approach to handbags fit for women’s lives.

The new bags, named after women who have been change-makers in the world of design, best exemplify ping’s core ethos of “livability,” or designing towards improving your quality of life.

At ro, the ingenuity is in the construction. Since 2021, the collections have been fully upcycled from surplus and excess material, and recently they joined 1% for the planet, pledging to donate 1% of annual sales to support nonprofit organizations focused on the environment. The intention is to offer customers something that is livable, a smart purchase that comes with the knowledge the environment was not harmed by its production.
THE GRETE

Our relationship to the objects that surround us is changing. Desire – that ultimate driver of our impulses and the economy – has changed, and with it, the way we interact with the world. We desire objects of beauty, but we also desire to make smart purchases. We desire to do good for the world, our acquisitions a representation of our ideal selves. I SHOP THEREFORE I AM, Barbara Kruger once said.

Originally founded in 1999, the label is known for its clean, sleek silhouettes and superior workmanship. Crafted from surplus materials, ro bags are the result of a clever approach to shape and construction. Their timeless designs are inspired by iconic female creatives, imbuing the bags with meaning, and above all, wearability. Designed for living.

PHOTOGRAPHY BY LAUREN COLEMAN
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PHOTOGRAFED IN NEW YORK 2022

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ABOUT US

The Grete offers a modernized take on the classic shoulder bag, updated in an architectural shape that pays homage to its namesake textile artist, graphic designer, and weaver Grete Eichhardt, one of the most important designers to come out of the Bauhaus.
Madelon Vriesendorp, the Dutch artist who was part of the OMA founding group is honored with The Madelon, a boxy handbag with sensual amorphous details in its closure and where the handles meet the body, that brings to mind the dreamy perspective of her artworks.
MARIANNE

Named after multidisciplinary artist, designer, and early member and director of the Bauhaus Marianne Brandt, this bag's shape is uniquely its own. Merging many smooth planes and ergonomic lines, the bag can be carried as a shoulder bag or as a clutch, turning a practical carry-all into a powerful statement piece.
The Lella's thin long strap suggests an endless loop through the bag's body, echoing a feeling of infinity in its design. Named after the Italian designer and co-founder of Vignelli Associates, Lella Vignelli, the bag's minimal design hints at the elegance of an evening bag, yet it's characterized by its undeniable timelessness.
The Maria is a modern take on the familiar preppy canvas boat tote. Now reimagined in leather, with elegant top-stitching details, it becomes a fashion-forward accessory ready to store your essentials on sea or dry land.

Meanwhile, the Eileen, a sleek bucket-meets-tote bag named after the Irish architect Eileen Gray, echoes Gray's work with its structural shape that allows it to stand on its own.
The perfect every-day bag, the Gusset is anchored by its namesake construction technique, a folded triangle shape used to create depth in an object. Usually hidden on the inside, here, the depth is instead highlighted, an apt description for our overarching approach to design.